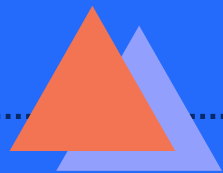


The Online CTR Survey

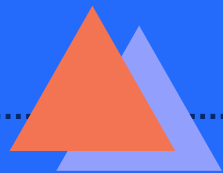
- ◆ Asks the same questions as the paper survey
- ◆ Internet-based, text-based system
 - The system is on its own secure server
 - The server and system can handle substantial simultaneous hits






The Online CTR Survey

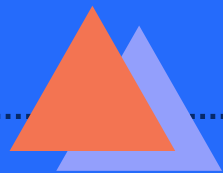
- ◆ Contains a number of tools the ETC can use to track progress and improve response rate



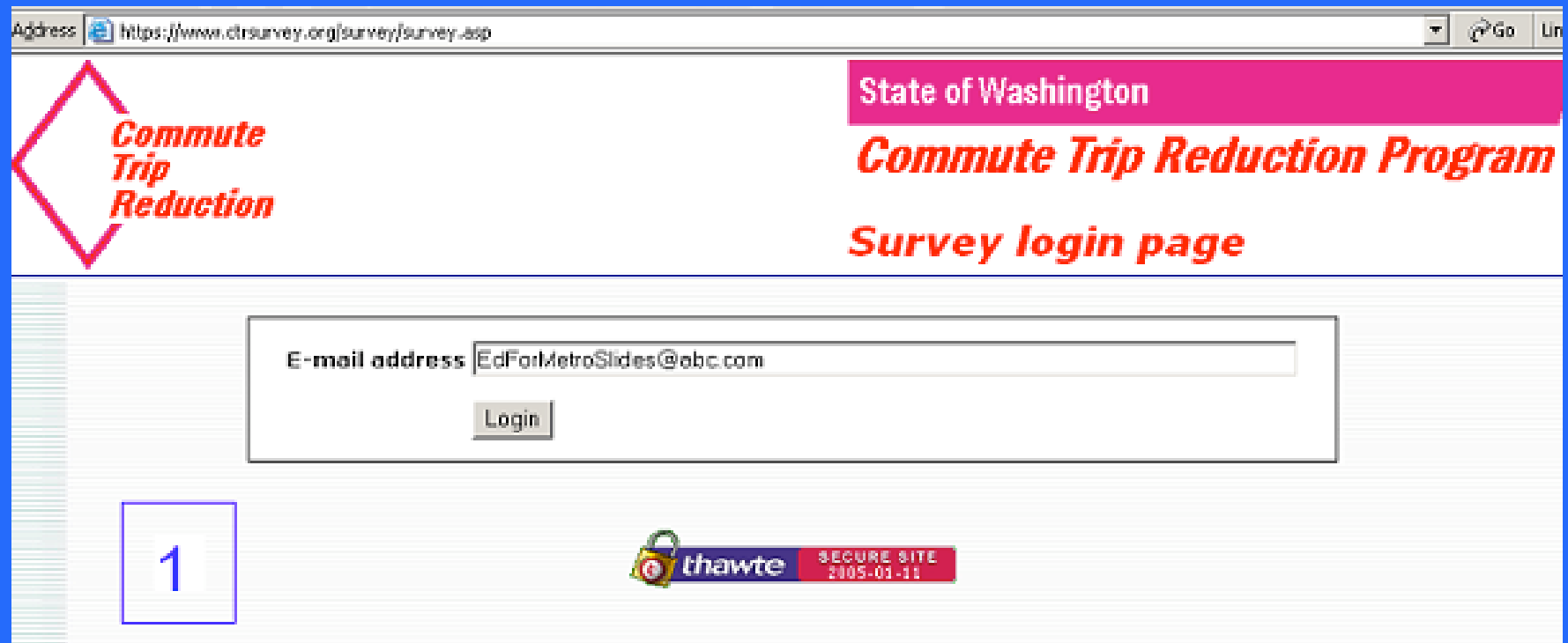


How does the Online Survey work?

- ◆ You can test the electronic survey
 - Open your Internet browser and go to <https://www.ctrsurvey.org>
 - Enter a mock email address using @abc.com as the domain
 - Click the “Login” button
 - Select worksite, complete login, and survey



Test the survey



The screenshot shows a web browser window with the address bar displaying `https://www.dtrsurvey.org/survey/survey.asp`. The page features a pink header with the text "State of Washington" and "Commute Trip Reduction Program" in red. Below the header, the text "Survey login page" is displayed in red. On the left side, there is a red diamond-shaped logo with the text "Commute Trip Reduction". In the center, there is a login form with a text input field for "E-mail address" containing the value "EdForMetroSlides@abc.com" and a "Login" button. At the bottom left, there is a blue square with the number "1". At the bottom center, there is a "thawte" logo and a "SECURE SITE" badge with the date "2005-01-11".

Address <https://www.dtrsurvey.org/survey/survey.asp> Go Un

Commute Trip Reduction

State of Washington
Commute Trip Reduction Program
Survey login page

E-mail address

Login

1

thawte SECURE SITE 2005-01-11

Test the survey



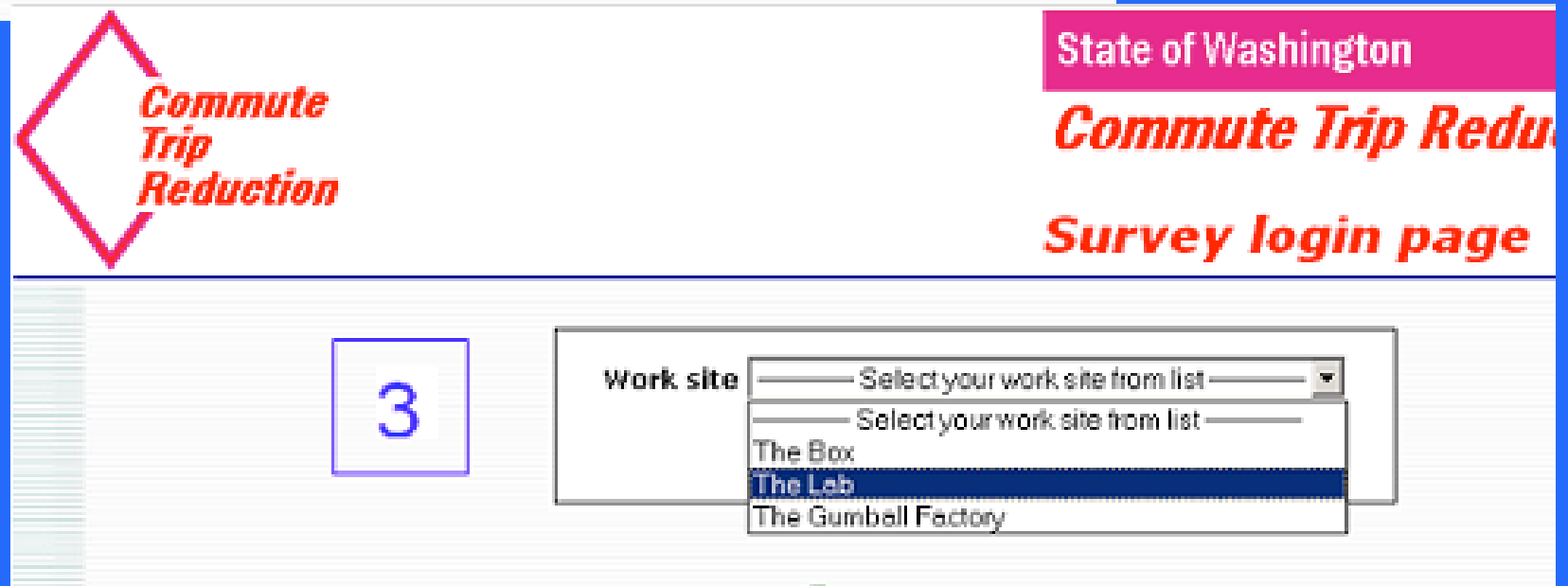
Commute Trip Reduction

State of Washington
Commute Trip Reduction
Survey login page

2

Work site

Select



Commute Trip Reduction

State of Washington
Commute Trip Reduction
Survey login page


3

Work site

The Box
The Lab
The Gumball Factory

Test the survey

Address <https://www.ctrsurvey.org/survey/survey.asp> Go Links »



**Commute
Trip
Reduction**

4

State of Washington

Commute Trip Reduction Program

Survey page

1. Do you usually work 35 or more hours per week for this employer in a position intended to last 12 months or more? ☐ Yes ☐ No

2. Are you scheduled to begin work at your work location between 6 and 9 a.m.? ☐ Yes ☐ No

3. Last week, which days were you scheduled to begin work between 6 and 9 a.m.
Check all that apply

<input type="checkbox"/> Monday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Friday	<input type="checkbox"/> Sunday
<input type="checkbox"/> Tuesday	<input type="checkbox"/> Thursday	<input type="checkbox"/> Saturday	<input type="checkbox"/> None

4a. Last week, what type of transportation did you use each day to commute **TO** your usual work location?

- Fill in **ONLY ONE** type of transportation per day.
- If you used more than one type, fill in the type used for the **LONGEST DISTANCE**.
- Fill in "Carpool" only if at least one other person age 16 or older was in the vehicle.
- Fill in "Teleworked" if you eliminated a commute trip by working at home, at a Telework Center, or at a Satellite Office less than one-half as far from home as your usual work location.
- If you used a ferry for the longest distance, fill in the transportation you took **to the ferry terminal**.

M	T	W	Th	F	Sa	Su	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Drove alone or with children under 16
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Carpooled (2 or more people) <i>Fill out 4b</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vanpooled <i>Fill out 4b</i>

Test the survey

Address <https://www.ctrsurvey.org/survey/survey.asp> Go Lin

Walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A compressed work week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer question 12 only if you rode transit (either bus or train) at least once in the last week.

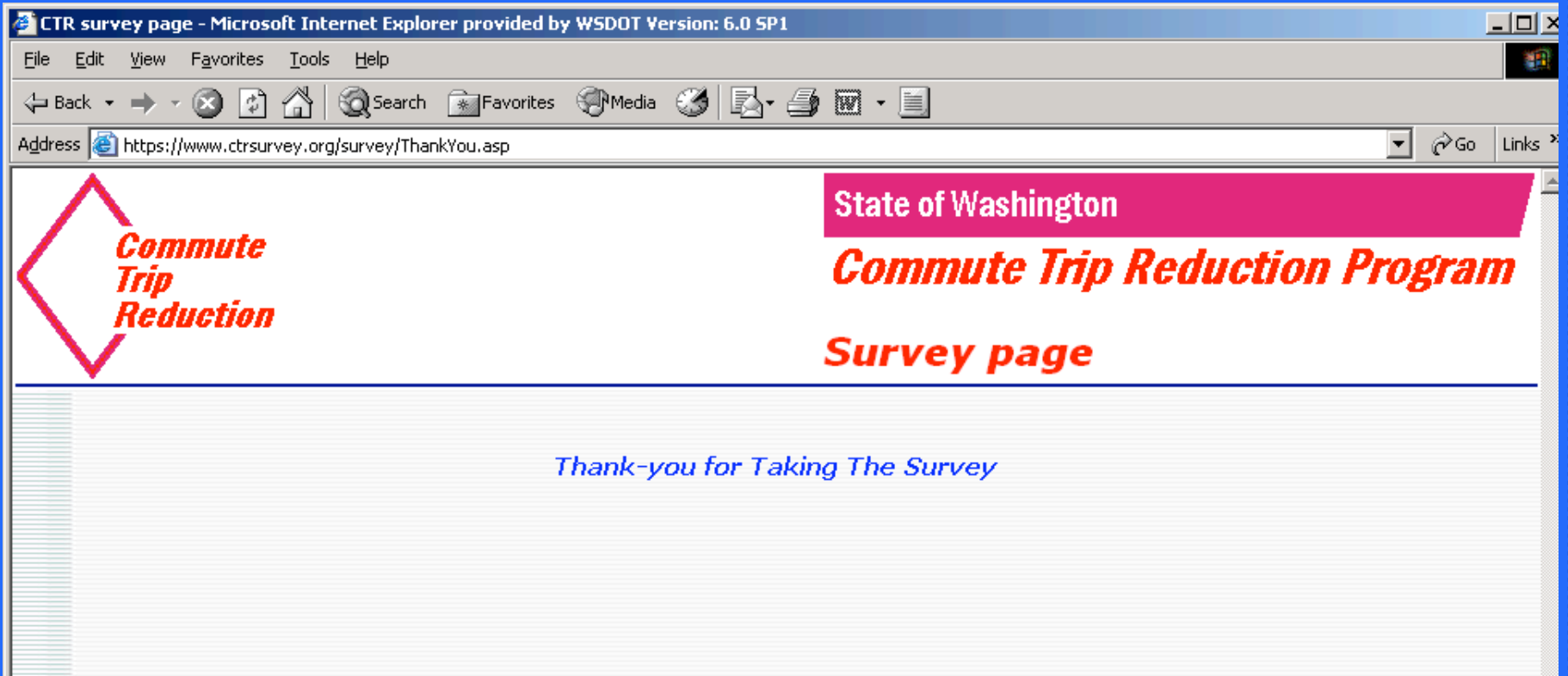
12. Last week, how many ONE-WAY transit rides did you take on each system listed below for any purpose, not just getting to and from work?

- If you transferred between buses within the same system, count only one (1) ride on that system.
- If you transferred to another system, count a ride on each.
- Do not include ferry rides.
- Enter the numbers in the boxes.

King County Metro	<input type="text"/>	
Sound Transit	<input type="text"/>	
Community Transit	<input type="text"/>	
Pierce Transit	<input type="text"/>	
Kitsap Transit	<input type="text"/>	
Intercity Transit	<input type="text"/>	
Everett Transit	<input type="text"/>	
Island Transit	<input type="text"/>	
Skagit Transit	<input type="text"/>	
Other	<input type="text"/>	

Submit Reset

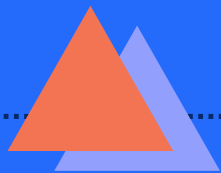
And when it is submitted






What about security?

- ◆ The survey software resides on a server behind a physical and electronic firewall
- ◆ The server has virus protection with daily automatic checks for updates
- ◆ Nothing gets installed on your system
 - There is no option available to install this system on your intranet



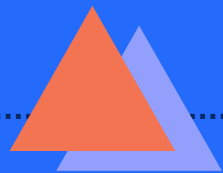


What about security?

- ◆ The survey software resides on different server than in the past
 - ◆ The security on the server is more stringent than in the past
 - ◆ Security on your system may also have been increased
 - ◆ Please check that your employees will be able to access the system
- 

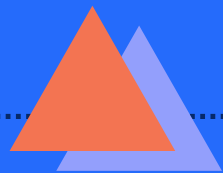


What about privacy?

- ◆ Your employees enter an e-mail address to access the survey
 - ◆ You (ETC) use employee e-mail addresses to access surveys for individual employees during the survey
 - ◆ Link between e-mail and survey responses is broken when survey is closed out
- 



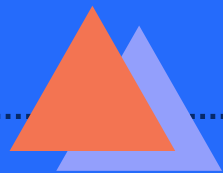
Privacy - Email Addresses

- ◆ WSDOT deletes the e-mail addresses and results from the system after receiving your survey results from UW
 - ◆ No other use is made of the e-mail addresses
 - ◆ We do not make the addresses available to others
- 



Employee access to survey

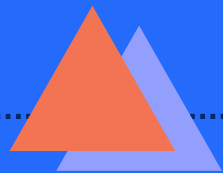
- ◆ E-mail domain (only method previously available)
 - You specify which e-mail domains to use
 - Any e-mail address with the domain may access the survey
 - You send survey notices only to those you want to survey or as broadcast e-mail with criteria for employee self selection





Employee access to survey

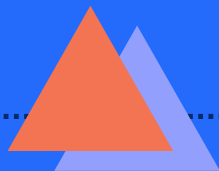
- ◆ E-mail address list - NEW Option
 - You upload a file of e-mail addresses, with worksite for each
 - Any domain is allowed
 - Only those addresses on the list may survey and only at the specified worksite





Employee access to survey

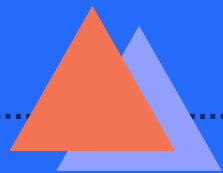
- ◆ E-mail address list - continued...
 - ETC tools allow you to edit uploaded employee data if necessary
 - It gives YOU additional control over who can access the survey
 - Not all employers have accurate enough information to use this option





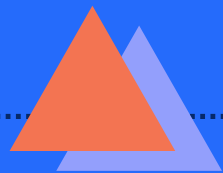
Employee access to survey

- ◆ Combination of domain name and uploaded list





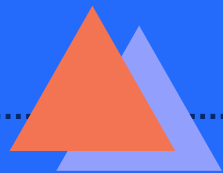
What are the technical requirements?

- ◆ Microsoft Internet Explorer (IE) 4.x or Netscape 4.x or later
 - ◆ If Windows, more recent than Windows95
 - ◆ Employees must have access to the Internet
 - ◆ Each employee must have a unique e-mail identification
- 



Online Survey - ETC Tools

- ◆ The Online Survey gives you tools to
 - Check and correct information
 - Troubleshoot, and
 - Track progress
- ◆ When we set up the survey for your site(s) we will send you login information to access these tools
- ◆ <https://www.ctrsurvey.org/admnLogin.asp>



ETC Tools—Profile: What it Looks Like

https://www.ctrsurvey.org/adminView.asp

Go Links

**Commute
Trip
Reduction**

State of Washington

Commute Trip Reduction Program

ETC's tools

Profile

Employees

Surveys

Logout

Company: **ABC Corp.**
Contact person: **Ed Hillsman**
Phone: **360-705-7887** E-mail: **hillsme@abc.com**

Worksites

The Box (City of Lacey)
The Gumball Factory (City of Spokane)
The Lab (City of Seattle)

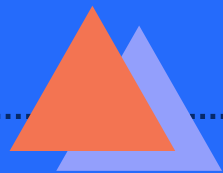
E-mail domains

abc.com



ETC Tools—Profile: What it Does


- ◆ Summarizes your survey setup
 - Lists each of your worksites that is surveying electronically
 - Shows contact information
 - Shows the e-mail domains to be used in your survey



ETC Tools—Employees: What it looks like

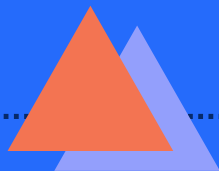
The screenshot shows a web browser window with the address bar displaying `https://www.ctrsurvey.org/Admview.asp`. The page features a header with a pink banner for the "State of Washington Commute Trip Reduction Program" and "ETC's tools". A navigation bar includes "Profile", "Employees", "Surveys", and "Logout". A sidebar on the left contains a "Commute Trip Reduction" logo. The main content area has an "Order by" dropdown set to "E-mail" and buttons for "Add", "Edit", "Delete", and "Import data". Below these is a list of employee records, each showing an email address and a location in parentheses.


Order by	Action	Employee List
E-mail	Add, Edit, Delete, Import data	<ul style="list-style-type: none">fdgjhgaiks@abc.com () - The Boxfjkjghdf@abc.com () - The Labgetlinburg@abc.com (Dobson, Jerry) - The LabGumballTest@abc.com () - The Gumball Factoryhgfdjgh@abc.com () - The Labhsgfjhsdgt@abc.com () - The LabItsEdAgain@abc.com () - The Boxjeff@abc.com () - The Labjokes@abc.com () - The Boxjokil@abc.com () - The Boxknoxville@abc.com (Hillsman, Ed) - The Gumball Factorynponomar@abc.com () - The Labnponomar@abcd.dfg (Ponomarev, Nick) - The Labnponomar4@abc.com () - The Labnponomardjhsk@abc.com () - The Labnponomardhth@abc.com () - The Lab




ETC Tools—Employees: What it does; when to use it

- ◆ Lists employees by worksite who are registered with the Online Survey because:
 - They have logged in, or
 - You have uploaded them
- ◆ Allows you to upload, add, edit or delete employee names and e-mail addresses





ETC Tools—Employees: What it does; when to use it

- ◆ Allows you to correct errors when:
 - Employees survey at wrong site
 - Employees make mistakes on their surveys and notify you
 - Employees submit partial surveys and lock themselves out
 - ◆ Delete employee and survey, then ask them to login again and redo the survey
- 

ETC Tools—Surveys:

The screenshot shows a web application interface for the State of Washington's Commute Trip Reduction Program. The header includes the program name and 'ETC's tools'. A navigation bar has links for Profile, Employees, Surveys, and Logout. The main content area features 'View Setup' and 'Reports' buttons. Below these, a list of worksites is shown: 'The Box: 11/15 - 02/16 - CLOSED', 'The Gumball Factory: 11/15 - 02/16', and 'The Lab: 11/15 - 07/30'. To the right, there are fields for 'Site:' and 'Domains:', with a 'Detailed information' link above them.

State of Washington
Commute Trip Reduction Program
ETC's tools

Profile Employees Surveys Logout

View Setup Reports

The Box: 11/15 - 02/16 - CLOSED
The Gumball Factory: 11/15 - 02/16
The Lab: 11/15 - 07/30

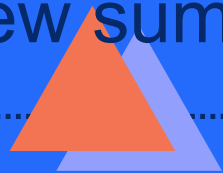
[Detailed information](#)
Site:
Domains:

Select worksite then select
View Setup or Reports button



ETC Tools—Surveys:

What it does

- ◆ By worksite, shows the date range when the system will accept surveys from your employees
 - ◆ Allows you to check survey set up by site
 - ◆ Allows you to view reports by worksite and:
 - Download lists of survey respondents
 - Edit or delete individual surveys
 - View summary of survey responses
- 

ETC Tools—Surveys

Survey setup page

Click on
View
Setup
button to
review
Survey
setup

Address <https://www.ctrsurvey.org/SurveySetup.asp> Go

Commute Trip Reduction

State of Washington

Commute Trip Reduction Program

Survey setup

ABC Corp.

Start date 11/15/2004 mm/dd/yyyy Finish date 7/1/2005 mm/dd/yyyy

Work site The Box (City of Lacey) Surveying all employees: ☒ Yes ☐ No

Total number of employees at worksite Employees exempted from CTR

Surveys distributed Employees shifted outside window

Survey type BA: Baseline (1)

Domains
You can't edit domains' list

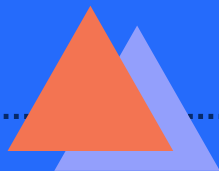
People
Import

123@abc.com () at The Box
124@abc.com () at The Box
asdasdkhj@abc.com () at The Box
dghjshdgtj@abc.com () at The Box
e5@abc.com () at The Box
edfromhome@abc.com () at The Box
employee1@sesrc.edu (Adam Smith) at The Box
fdgjhgakjs@abc.com () at The Box
ltsEdAgain@abc.com () at The Box
jokes@abc.com () at The Box
jokil@abc.com () at The Box

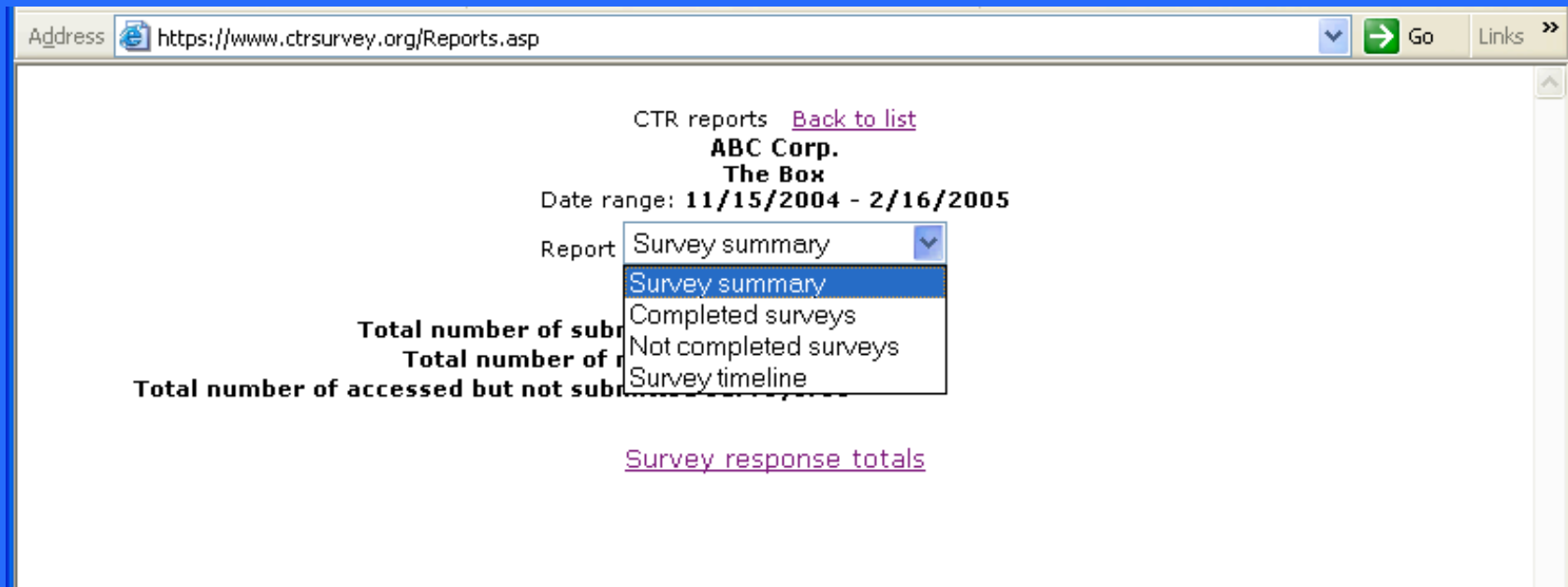


ETC Tools—Survey setup page

- ◆ Come here to check your survey distribution numbers
 - System will use this to calculate a response rate based on surveys submitted
- ◆ You can also upload additional employees here
 - There are separate written directions on this



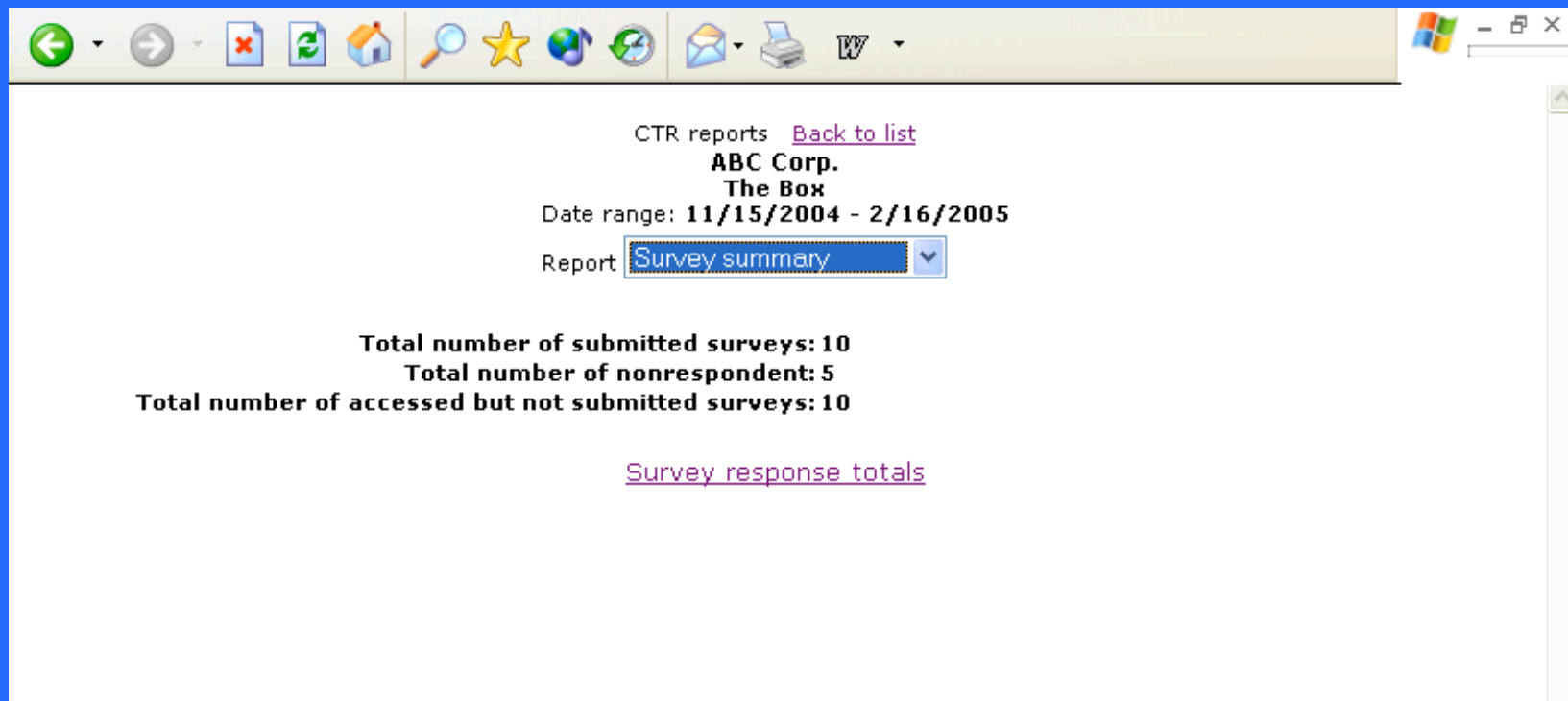
ETC Tools—Surveys:



A screenshot of a web browser window showing the CTR survey reporting interface. The address bar displays <https://www.ctrsurvey.org/Reports.asp>. The page content includes a header with "CTR reports" and a [Back to list](#) link. Below this, the organization name "ABC Corp." and "The Box" are listed. The date range is set to "11/15/2004 - 2/16/2005". A "Report" dropdown menu is open, showing options: "Survey summary" (selected), "Completed surveys", "Not completed surveys", and "Survey timeline". To the left of the dropdown, there are labels for "Total number of sub", "Total number of", and "Total number of accessed but not sub". At the bottom of the page, there is a link for [Survey response totals](#).

Select a Report or click on
Survey Response Totals

ETC Tools—Surveys: Survey summary report



CTR reports [Back to list](#)
ABC Corp.
The Box
Date range: 11/15/2004 - 2/16/2005
Report:

Total number of submitted surveys: 10
Total number of nonrespondent: 5
Total number of accessed but not submitted surveys: 10

[Survey response totals](#)

1st Report option

ETC Tools—Surveys:


Completed surveys report

2nd
Report
option

CTR reports [Back to list](#)
ABC Corp.
The Box
Date range: **11/15/2004 - 2/16/2005**
Report: Completed surveys


Employee E-mail	Submission date	
edfromhome@abc.com	1/10/2005 1:07:36 PM	View result
fdgjhgajks@abc.com	1/19/2005 9:41:35 PM	View result
jokes@abc.com	12/21/2004 11:27:09 AM	View result
logintry1@abc.com	1/24/2005 11:24:12 AM	View result
qazwsx@abc.com	12/14/2004 9:09:49 AM	View result
qwert1@abc.com	12/13/2004 4:30:21 PM	View result
ricktest@abc.com	12/23/2004 11:57:38 AM	View result
test2@abc.com	1/24/2005 10:44:36 PM	View result
tnguyen@abc.com	2/2/2005 4:38:15 PM	View result
trewq@abc.com	12/15/2004 11:03:03 AM	View result


[Download file](#)



ETC Tools—Surveys:

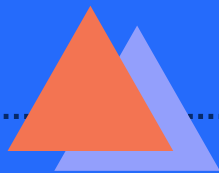
Completed surveys report


- ◆ You can sort list by employee e-mail or date submitted
 - ◆ Click on view result for any e-mail address
 - Opens survey form
 - This is where you edit a survey if requested
 - Click at bottom of survey form to save or cancel edits
- 



ETC Tools—Surveys: Why use this?

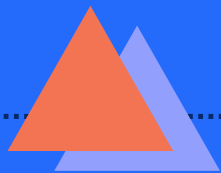
- ◆ Why view, edit or delete an employee survey?
 - Many ETCs review paper surveys as their employees turn them in - checking for accuracy of certain responses - this allows similar functionality
 - Some employees submit a partial or blank survey





ETC Tools—Surveys: Why use this?

- ◆ Why view, edit or delete an employee survey?
 - Some employees submit survey at wrong worksite
 - ▼ Delete survey and request they resubmit survey at correct worksite



ETC Tools—Surveys:


Completed surveys report

2nd
Report
option

CTR reports [Back to list](#)
ABC Corp.
The Box
Date range: **11/15/2004 - 2/16/2005**
Report: Completed surveys

Employee E-mail	Submission date	
edfromhome@abc.com	1/10/2005 1:07:36 PM	View result
fdgjhgajks@abc.com	1/19/2005 9:41:35 PM	View result
jokes@abc.com	12/21/2004 11:27:09 AM	View result
logintry1@abc.com	1/24/2005 11:24:12 AM	View result
qazwsx@abc.com	12/14/2004 9:09:49 AM	View result
qwert1@abc.com	12/13/2004 4:30:21 PM	View result
ricktest@abc.com	12/23/2004 11:57:38 AM	View result
test2@abc.com	1/24/2005 10:44:36 PM	View result
tnguyen@abc.com	2/2/2005 4:38:15 PM	View result
trewq@abc.com	12/15/2004 11:03:03 AM	View result

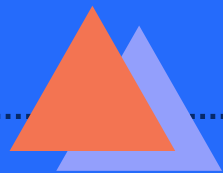
[Download file](#)




ETC Tools—Surveys:

Completed surveys report

- ◆ Option to download list of completed surveys as a file
 - Click “Download file” button
 - Saves as .csv file that Excel can import
- ◆ Compare to your original e-mail list to identify employees who have not responded and send reminders

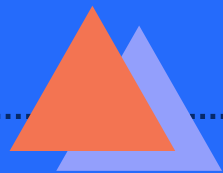




ETC Tools—Surveys:

Completed surveys report

- ◆ Some ETCs hold prize drawings for employees who complete and submit survey early
 - example: by end of day Monday, 1st 50 respondents
 - Sort list by date and time and select those before the cutoff time



ETC Tools—Surveys: Download file

	A	B	C	D	E	F	G	H
1	recKey	E-mail	Date					
2	618	ed1@abc.	#####					
3	630	edfromhom	#####					
4	622	jokes@abc	#####					
5	621	jokil@abc.	#####					
6	608	qazwsx@a	#####					
7	615	qwert1@ab	#####					
8	624	ricktest@a	#####					
9	609	trewq@abc	#####					
10								
11								
12								
13								
14								
15								

ETC Tools—Surveys:

Not completed surveys report

3rd
Report
option

CTR reports [Back to list](#)

ABC Corp.


The Box

Date range: **11/15/2004 - 2/16/2005**

Report

[Download file](#)

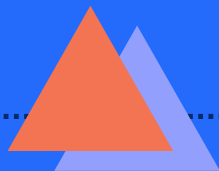
Employee E-mail	Status
123@abc.com	E
124@abc.com	E
asdasdkhj@abc.com	E
dghjshdgfj@abc.com	A
e5@abc.com	E
employee1@sesrc.edu	E
ItsEdAgain@abc.com	A
jokil@abc.com	A
mikes@abc.com	A
qwerty@abc.com	A
qwyusdy@abc.com	A
ricktest2@abc.com	A
surveyTry@abc.com	A
test@abc.com	A




ETC Tools—Surveys:

Not completed surveys report

- ◆ Identifies employees who have logged in (or you have uploaded) but have not submitted a survey
 - “E” for employees uploaded who have not submitted
 - “A” for employees who logged in but did not submit

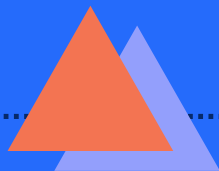




ETC Tools—Surveys:

Not completed surveys report

- ◆ Option to download list as file
 - List of e-mail addresses and E or A status
 - Saves in .csv file that Excel can open



ETC Tools—Surveys:

Survey timeline

4th Report
option

CTR reports [Back to list](#)

ABC Corp.

The Box

Date range: **11/15/2004 - 2/16/2005**

Report ▼

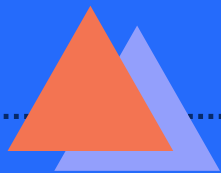
Date	# submitted surveys
12/13/2004	1
12/14/2004	1
12/15/2004	1
12/21/2004	1
12/23/2004	1
1/10/2005	1
1/19/2005	1
1/24/2005	2
2/2/2005	1
Total completed	10
Total distributed	1700
Response rate	0.59%



ETC Tools—Surveys:

Survey timeline

- ◆ System will use the number of “surveys distributed” from the set up survey screen (profile menu) and the number of surveys submitted to calculate a response rate



ETC Tools—Surveys: Survey Response Totals

CTR survey frequencies reports

ABC Corp.

The Box

Date range: **11/15/2004 - 2/16/2005**

Created: **2/17/2005 2:25:22 PM**

Q1. Work 35 or more hours per week for this employer in a position intended to last 12 months or more

Value	Counts
Yes	7
No	2
No answer	1


Q2. Scheduled to begin work at your work location between 6 and 9 a.m.

Value	Counts
Yes	6
No	3
No answer	1

Q3. Scheduled to begin work between 6 and 9 a.m.



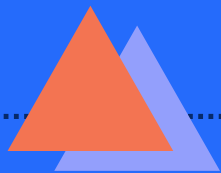
ETC Tools—Surveys: Survey Response Totals

- ◆ Raw data from employees who have “submitted” survey
 - ◆ You CANNOT calculate your SOV rate directly from this table because actual SOV calculations include:
 - credits for compressed workweeks and use of non-motorized modes
 - adjustments for absences, incomplete responses, and compressed workweek
 - ◆ But you can use it to monitor progress
- 



If you have a few employees who cannot use the survey

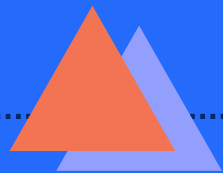
- ◆ ESL employees
 - Online version is in English only
- ◆ Employees without internet access
- ◆ ETC can manually enter and submit surveys
 - Login as employee and transcribe responses from paper form into electronic survey





What is the Online Survey process?

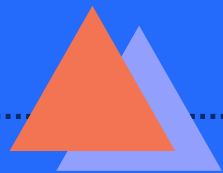
- ◆ You provide information to King County to confirm your intention to use the Online Survey and to set up your site(s)
- ◆ You receive an e-mail back from King County confirming set up and giving you a password for ETC tools
- ◆ You check Online Survey set up for accuracy





What is the Online Survey process?

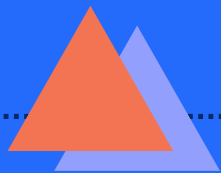
- ◆ You prepare for the survey
- ◆ You send an announcement to your survey population via e-mail
- ◆ Your employees use their web browsers to go to the internet site
- ◆ Employees go register, complete and submit the Online Survey in about 2 minutes





What is the Online Survey process?

- ◆ The software collects employee surveys
- ◆ You use the ETC tools to manage the survey process
- ◆ You troubleshoot minor problems
- ◆ You notify King County to close out your survey and send it in for processing

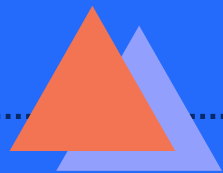




Online Survey Checklist

(3 - 4 weeks out)

- ◆ Confirm that you have support and approval from top management and technical staff for Online Survey
- ◆ Establish survey main week
- ◆ Determine “vernacular” name for site(s)

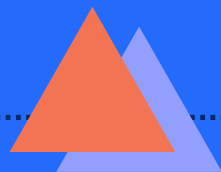




Online Survey Checklist

(3 - 4 weeks out)

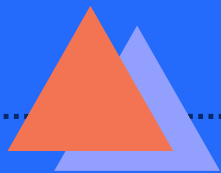
- ◆ Determine how you will survey the appropriate employee population
 - Anyone in your e-mail domain can complete a survey
 - You can notify just those employees who should complete the survey to do so (“affected,” “total worksite population,” “employees eligible for a FlexPass”)





Online Survey Checklist (3 weeks out)

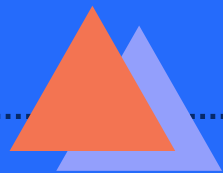
- ◆ Complete the Online Survey commitment e-mail and send to King County






Online Survey Checklist

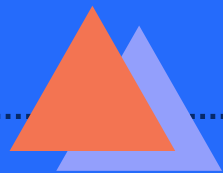
(1 - 3 weeks out)

- ◆ Receive the setup information for your site(s) from King County
 - ◆ Test it to ensure that you can logon and access your site(s) and domain(s)
 - ◆ Set up tracking system (if applicable)
 - ◆ Communicate to employees about the upcoming survey
- 



Online Survey Checklist (survey week)

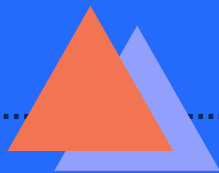
- ◆ Monday: Send e-mail announcement
 - Bcc:
 - Highest priority
 - Set reminder for Tuesday morning
 - Set “reply to” as ETC
 - Include link to survey site (careful of cut & paste)
 - Include link to FAQ (optional)





Online Survey Checklist (survey week)

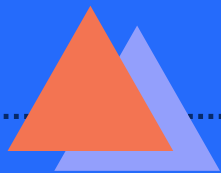
- ◆ Wednesday
 - Send reminder
- ◆ Throughout week
 - Minor troubleshooting and validation
- ◆ Friday
 - check response rate - achieved 70%?





Closing out your survey

- ◆ Send a close-out notice to King County
rick.cranford@metrokc.gov
 - King County will complete the coversheet and submit your data for processing at UW
 - WSDOT will clear the e-mail addresses and data after processing your survey
 - At the next survey cycle, the survey will be reset to start anew





Ideas for a Good Response Rate

- ◆ Visibly involve management - have email or reminders come from senior management
- ◆ Have a prize drawing for all employees who complete survey on the first day, second day, etc.
- ◆ Recruit help at the work group level
- ◆ Track responses and send reminders!

